



# ENLIGHTENED SPACES

From Vietnam to Mexico, get a glimpse behind the artful architecture and tranquil spaces of the new JW Marriott design vision.



To me, architecture is best appreciated by moving through a space, and the awe happens when one room dramatically enhances our experience of the next.  
 —JIM OLSON, PRINCIPAL, OLSON KUNDIG

JW Marriott Los Cabos Beach Resort & Spa, designed by Olson Kundig.

Ever since humans regarded shelter as a necessity, the foundation of enduring residential design has been the notion of a personal haven meant not just to protect but also to inspire. So when JW Marriott guests embark on a journey that takes them away from the comfort of home and into the luxurious confines of a JW hotel, how can the design elements of JW's myriad spaces capture a thoughtful balance between providing a restful refuge and the enriching environments our guests so deeply desire?

To bring this vision to life, JW has embraced a design foundation founded on three unique experiential philosophies, each merging into a collective assembly of alluring luxury in its simplest, purest form. By tapping into the expertise of three renowned residential designers who have interpreted their distinct aesthetics into the hotel experience, JW has transformed these concepts—Architectural Awe, Serene Sophistication and Tony Touches—into real and enlightened spaces. As new JW hotels open around the world, including

the new **JW MARRIOTT HANOI**, Mexico's **JW MARRIOTT LOS CABOS BEACH RESORT & SPA** and the **JW MARRIOTT PARQ VANCOUVER** (opening in 2017), guests will enjoy surroundings that are quietly orchestrated, carefully curated and beautifully detailed, ultimately leaving them emotionally richer.

## ARCHITECTURAL AWE

The most important JW design features are architectural in nature. Architectural awe manifests not in one overpowering

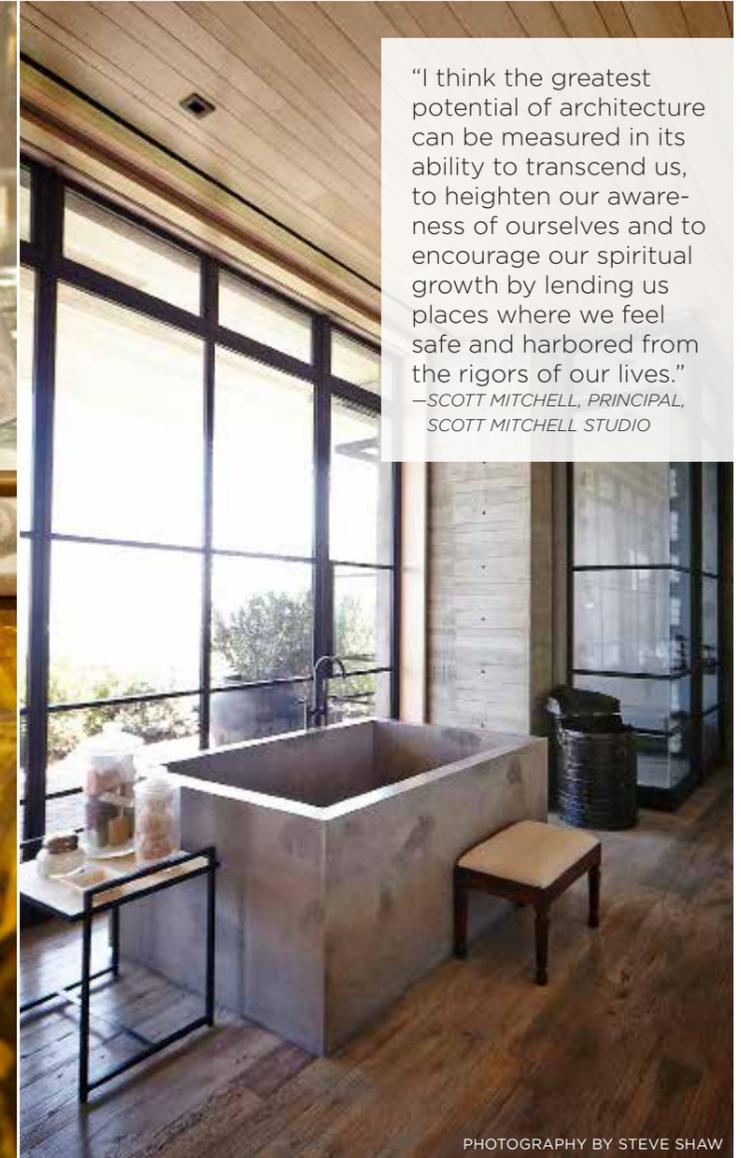


"The sophistication of the JW experience is translated through emotive touch points, which together create a series of memorable moments."  
 —ALESSANDRO MUNGE, PRINCIPAL, STUDIO MUNGE

installation, but through the breathtaking interaction of all elements artfully composed. Used to beautifully and seamlessly distinguish each space, creative architectural compositions are awe-inspiring, regardless of the size and magnitude of the space.

## SERENE SOPHISTICATION

Tranquil environments are expressed by a rich, deep, soothing ambience created with sophisticated materiality and purposefully designed areas for personal reflection. They are anything



"I think the greatest potential of architecture can be measured in its ability to transcend us, to heighten our awareness of ourselves and to encourage our spiritual growth by lending us places where we feel safe and harbored from the rigors of our lives."  
 —SCOTT MITCHELL, PRINCIPAL, SCOTT MITCHELL STUDIO

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but ambiguously neutral. The ambience resonates with the location of the hotel: a resort connects with nature, opening up the interiors to capture breathtaking views and bring the surrounding environment inside; an urban area expresses a deeper, soothing décor that insulates from the distractions outside.

## TONY TOUCHES

When thoughtfully curated and well placed, innovative touches of luxury become much more discernable and meaningful—

providing guests those "aha" moments of unanticipated delight. It begins the minute a guest walks through the front door, where the unobtrusive yet thoughtfully curated details dictate the entire tenor of the hotel experience in the most memorable of ways.

The design evolution is a compelling draw for those who choose JW hotels to host their weddings and meetings or as their home-away-from-home. It offers a timeless and yet progressive luxury experience—one that enriches and inspires with every stay.